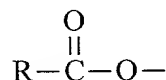


WHAT IS CLAIMED IS:

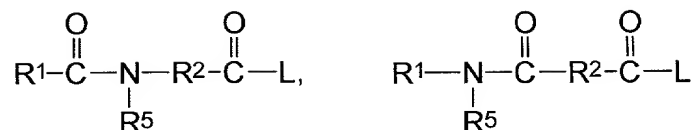
1. A method for the treatment of a non-finished textile component comprising the steps of providing a non-finished textile component, saturating said textile component with an aqueous hydrophobic bleaching solution comprising hydrogen peroxide and a hydrophobic bleach activator or hydrophobic peracid, and allowing said bleaching solution to remain in contact with said textile component for a period of time sufficient to bleach said textile component followed by finishing said textile component to provide durable press to said textile component.
2. The method as claimed in Claim 1 wherein said step of providing durable press comprises treating the textile with a urea based crosslinking agents.
3. The method as claimed in Claim 2 wherein said urea based crosslinking agent is 1,3 dimethylol-4,5 dihydroxyethylene urea .
4. The method as claimed in Claim 1 wherein said step of providing durable press comprises treating the textile with an aqueous solution of formaldehyde, a catalyst capable of catalyzing a cross linking reaction with the textile and an effective amount of a silicone elastomer forming material and curing said treated textile to form durable press in said textile component.
5. The method as claimed in Claim 1 wherein said bleaching solution comprises hydrogen peroxide and a hydrophobic bleach activator selected from the group consisting of :

a) a bleach activator of the general formula:



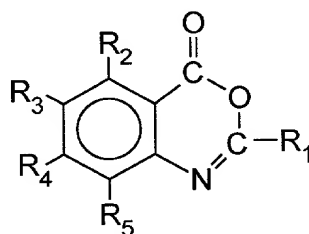
wherein R is an alkyl chain having from about 6 to about 18 carbon atoms and L is a leaving group;

b) a bleach activator of the general formula:



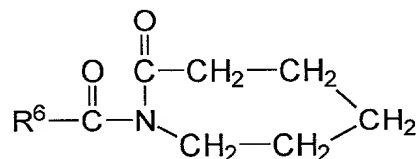
or mixtures thereof, wherein R^1 is an alkyl, aryl, or alkaryl group containing from about 1 to about 14 carbon atoms, R^2 is an alkylene, arylene or alkarylene group containing from about 1 to about 14 carbon atoms, R^5 is H or an alkyl, aryl, or alkaryl group containing from about 1 to about 10 carbon atoms, and L is a leaving group;

c) a benzoxazin-type bleach activator of the formula:



wherein R_1 is H, alkyl, alkaryl, aryl, arylalkyl, and wherein R_2 , R_3 , R_4 , and R_5 may be the same or different substituents selected from H, halogen, alkyl, alkenyl, aryl, hydroxyl, alkoxy, amino, alkylamino, $-\text{COOR}_6$, wherein R_6 is H or an alkyl group and carbonyl functions;

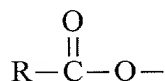
d) a N-acyl caprolactam bleach activator of the formula:



wherein R^6 is H or an alkyl, aryl, alkoxyaryl, or alkaryl group containing from 1 to 12 carbons; and

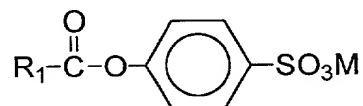
e) mixtures of a, b, c and d.

6. The method as claimed in Claim 5 wherein said hydrophobic bleach activator is a bleach activator selected from the general formula:



wherein R is an alkyl chain having from about 7 to about 12 carbon atoms and L is a leaving group the conjugate acid of which has a pKa from about 4 to about 13.

7. The method as claimed in Claim 6 wherein said bleach activator is an alkanoyloxybenzenesulfonates of the formula:



wherein R₁ is an alkyl group having from about 8 to about 11 carbon atoms and M is a suitable cation.

8. The method as claimed in Claim 1 wherein said bleaching solution further includes an ingredient selected from the group consisting of wetting agents, sequestering agents, stabilizing agents, desizing agents, scouring agents and mixtures thereof.
9. The method as claimed in Claim 5 wherein said bleaching solution contains from about 1 to about 20 g/L of hydrogen peroxide.
10. The method as claimed in Claim 5 wherein the molar ratio of hydrophobic bleach activator to hydrogen peroxide in said bleaching solution ranges from about 1:1 to about 1:50.
11. The method as claimed in Claim 1 wherein said textile component to remains in contact with said bleaching solution for from about 15 to about 180 minutes.
12. The method as claimed in Claim 11 wherein said bleaching solution is at a temperature of from about 20 to about 90 °C .
13. The method as claimed in Claim 10 wherein said bleaching solutions is at a temperature of from about 50 to about 80 °C and said textile component remains in contact with said bleaching solution for from about 30 to about 60 minutes.
14. The method as claimed in Claim 1 wherein said bleaching solution further comprises from about 0.5 to about 20 g/L of sodium hydroxide.

15. The method as claimed in Claim 12 wherein the ratio of said bleaching solution to said textile component is from about 5:1 to about 100:1 in a batch process.
16. The method as claimed in Claim 1 wherein said textile component experiences a fabric strength reduction of less than about 10% during said method.
17. The method as claimed in Claim 14 wherein said textile component experiences a fluidity increase of less than about 25%.
18. The method as claimed in Claim 1 further comprising the step of de-sizing said non-finished textile component prior to contact with said bleaching solution.
19. The method as claimed in Claim 1 further comprising the step of scouring said non-finished textile component prior to contact with said bleaching solution.
20. The method as claimed in Claim 1 further comprising the step of de-sizing said non-finished textile component prior to contact with said bleaching solution.
21. The method as claimed in Claim 1 wherein said curing step is a heat curing and said heat curing is carried out at a temperature of from about 250°F to about 325°F.
22. The method as claimed in Claim 4 wherein said textile is immersed in said treatment solution to provide a pick up, on weight of fabric of at least about 3% formaldehyde, at least about 1% catalyst and at least 1% silicone elastomer forming material.
23. The method as claimed in Claim 4 wherein said catalyst is magnesium chloride containing citric acid.
24. A product produced by the process of Claim 1.
25. A product produced by the process of Claim 4.